

Farmer's & Crafts Market Board Meeting February 20, 2024

Board Members Present: John Guldemann-Chair, Anthony Thomas, Lan Stong—Vice Chair (arrived at 6:10), Kelly Sontheimer, Secretary (via Zoom), Catalina Diaz

Staff Present: Karin Bradshaw—Market Manager, Amando Buono—Office Manager

Vendors Present: Norma Wagner

Guldemann: Called to order the Farmers & Crafts Market Board meeting at 6:03 pm.

Guldemann: Read conflict of interest inquiry and privilege of the floor.

Guldemann: No conflict reported.

Guldemann: Reminded the Board members that this meeting is being recorded electronically.

Guldemann: Called for a motion to amend the agenda and add one more point of discussion. I want a discussion about the protests. I want a discussion about the mission statement and our long-term planning.

Do I hear a motion to amend the agenda?

Sontheimer: Made a motion to amend the agenda.

Thomas: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Not we need to approve the agenda. Do I have a motion to approve the agenda?

Thomas: Made a motion to approve the agenda.

Diaz: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Has everyone had a chance to read the minutes from the January meeting? I need a motion to approve the minutes.

Diaz: Made a motion to approve the minutes from the January board meeting.

Thomas: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Committer reports. We have our Operations.

Bradshaw: Our second extension for our license lease agreement with the City of Las Cruces has been paid. John also just signed the new extension because we had our boundaries extended to help us ensure we do not have issues with unauthorized musicians or vendors butting up against the market.

Guldemann: A buffer zone.

Bradshaw: NMFMA conference is March 6th to March 8th. Amanda and I will be up in Sante Fe. That's Wednesday through Friday. The office will be closed that Wed, Thurs and Fri. The office will be open that Monday and Tuesday. I will be in the office Monday March 4th, 9:00-1:00. The office will be open Tuesday for regular hours.

We have brought in 17 new vendors in the last month. We have 5 new potential vendors scheduled for orientation Thursday.

Merchandising. We have sold 31 t-shirts. We have actually made enough money for the cost of the short sleeve t-shirts and the cost of the screening of our logo on the shirts. We still have to pay for the short sleeves. We're half way.

Guldemann: Our Treasurer is not here, but has everyone looked at the financials and are there any questions you want to bring up? If not, we'll go onto our next item.

There's no old business to discuss so we'll go right to new business.

Has everyone looked at the advertising items Karin sent out? One for Bravo Mike and the other for Hutton Broadcasting. I believe we don't need to do any more advertising at this point. I think we can look at these at another time, maybe next year. These advertisers will come back to us next year. We do meet the city requirements for advertising with what we're doing.

If anybody has any discussion that that, please let's hear it.

Diaz: As a vendor, I think we would benefit. I hear a lot on the radio. I see it on the brochures. I went up to Colorado and I seen it all the way to Colorado. Las Cruces Farmer's Market is everywhere. Whatever you guys want to do.

Guldemann: I'm all for internet or social media.

Diaz: And it's free. I think it helps us vendors when we share.

Guldemann: We will continue that. So, we need to have a motion to discuss or let it die.

Sontheimer: I make a motion to let it die.

Diaz: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Now the important thing is the Easter Egg Hunt expenses. That's an important part of what we do. We need to continue that.

Buono: Karin's already been looking up pricing. I believe we agreed to do it like we did it last year, a set number of gold, silver and bronze prizes instead of just one of each.

Guldemann: If we're continuing the same as last year, that's great. I need a motion to keep the same expenses for the Easter Egg Hunt as we did last year.

Thomas: Made a motion.

Diaz: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: The next thing we're going to discuss is our amendment.

I know everyone is aware of the protesters we have on the market. They are somewhat disruptive but they are not breaking any laws. I know a lot of people are complaining about it, but there's nothing we can do. Protesting is an American thing. There is a number people can call if they want to complain. The number is in the Newsletter. They are annoying but they really haven't affected business. Lan and I are going to sit down with the city and discuss this, but there's not a whole lot we can do.

Diaz: What if it becomes kind of violent? I witnessed something on Saturday. There was a customer in our booth who walked up to one of the protesters and was yelling at him. He walked up to one of the girls and was yelling in her ear. I didn't know what to do.

Stong: That's when we can call the city rep and ask what can they do.

Guldemann: If that guy goes up to her and yells at her or hits her, he's liable.

Diaz: And they're growing. I noticed their little group has gotten bigger.

Bradshaw: That's because they're getting attention. That's why I put it in the Newsletter to please ignore them. They want attention. This past Saturday they only did one circuit of the market and before they were doing 2.

Guldemann: Once it becomes violent than it's different. Then it's not a peaceful protest.

Bradshaw: That's when we call the PD.

Guldemann: There should be ground rules for peaceful protests, but the city doesn't have any.

Diaz: Do we report it?

Bradshaw: I will say something to Chris.

Guldemann: Yes, we report everything.

Guldemann: The next thing I'd like to discuss is the Mission Statement. (Read the statement to everyone). That's a pretty generic Mission Statement. It doesn't really express what we're doing and all of the things we're mandated to do like the community development. I think it's a weak Mission Statement. I'm not blaming anybody. It's what they had to come up with to get this organization started. I think we could spend some time thinking about that and maybe come up with a little better statement than that.

Now if you go over to your vendor handbook of policy and procedures, you're going to see another mission on page 3. John read this statement to the group. This is a better Mission Statement. I think we should move this to the one that's in front of the bylaws. We could even improve on this some. I think this is a place where we could have a discussion and come up with a better mission statement than what we have.

We could have a Special Session among the board to discuss this.

Bradshaw: It would be a Special Work Session.

Guldemann: The other thing I want to discuss is our long-term planning or strategic planning. We lack long-term planning. We have no long-term plan regarding what we do with any of the money we get or for community organization or other organizations. We need to have plans for fund-raising and grants. To have grants, we need to have partners that are willing to work with us. We need something tangent that we can look at and sink our teeth into. We need extra funds and we need to look at how we get them. We can get more vendors which is great, but we can only grow so much. If we want to do something different as a board, we don't have any money to do it. We need more young farmers. We have no young farmers coming up. We don't have any partnerships with 4H or FFA to develop that.

Thomas: NMSU hosts a 4H club here in Las Cruces. I've had one conversation with those individuals. I can try to see if I can get another audience.

Guldemann: Well, as you all agreed upon, we're supporting the Saffron Grant. That's starting to build a partnership.

Thomas: I'd like to put together a very short presentation about the Farmer's Market that I can present to NMSU and Carrie Hamblen who is a great leader as far as networking, and some other individuals.

Bradshaw: KRWG, Courtney Hill, did a piece on the Farmer's Market. He'll let Karin know when it's coming out. Will be used in social media.

Guldemann: With long-term planning, we need to keep this thing rolling.

Stong: Future board members will need to know what direction to go, the path to keep going.

Thomas: What I highly suggest is circulate dates that work for the board members.

Guldemann: It would also be good to have a facilitator to help us.

Thomas: We could get it down to key details and key ideas. It would be good to be uninterrupted. It could be spread out over time. We could do it over Zoom.

Bradshaw: Zoom would be good and you could schedule it over a few evenings.

Guldemann: I don't think it will take over 4 hours.

Thomas: I have one question. Do we want to discuss potential dates or do that later?

Stong: We could do weekdays evenings.

Guldemann: We could start the first of March. Do we want to start the 5th of March? Schedule it for 2 hours? And then go to the following Tuesday and meet again, the 12th. Does that look alright? All agreed. We can send out notices to everybody.

Stong: I'll send an email.

Thomas: Do we have any ideas for a facilitator?

Guldemann: Maybe Carrie Hamblen.

Thomas: I do know one individual, Lorie. I can reach out to her to see if she's willing.

Guldemann: Any comments from the board?

Guldemann: Any comments from the vendors.

Wagner: I would just like to say Saturday was my first day. I had butterflies and Carrie was very very helpful. Carrie, block coordinator, was very helpful. I'm excited about being a part of this.

Guldemann: The next meeting will be March 19th. Is that okay for everybody.

Thomas: I won't be here. I'll be in D.C. meeting with senators. I will be eastern standard time. Could possibly do Zoom.

Guldemann: I need a motion to adjourn.

Stong: Made a motion to adjourn.

Thomas: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Meeting adjourned at 6:43 p.m.

Minutes submitted by Kelly Sontheimer, Secretary.

